

# INFORMATION

We are large growers and not jobbers.

We try to please our customers at all times.

We do not buy dahlias of failing or bankrupt growers to fill our orders.

Dahlia bulbs shipped by express are rated as second class and are listed as perishable.

All freight and parcel post shipments travel at purchaser's risk as freight companies do not insure against freeze. Freight shipments travel slow and are handled rough. First-class freight costs about the same as express.

Be sure your express agent has given you second-class rates. If unable to get second-class, notify us and we will assist you.

Indianapolis: America's greatest inland city, located 60 miles from center of population of United States. It is the meeting place of seventeen steam railroads and 43 motor express and freight companies. It is the most easily accessible city in the United States from all parts of the country—the crossroads of America.

Express trains leave hourly day and night including Sundays and holidays.

Let us have your RUSH order.

We thank our customers for all past orders and solicit our share of your future trade.

If in Indianapolis during blooming season, visit our display of 12 acres at 6300 South Meridian Street, Indianapolis, Ind.

1954

# SPRING WHOLESALE LIST



## Novelty Dahlias

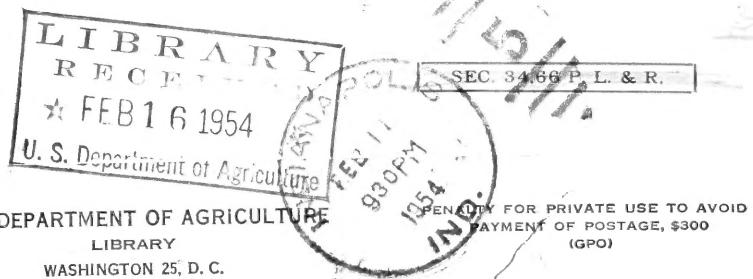
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# 1954 SPRING WHOLESALE LIST



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# Novelty Dahlias

## STANDARD DAHLIAS OF MERIT

### AVALON—Informal Decorative

Clear canary yellow of cut flower size. We cut four to six-foot stems last season which held the bloom erect .....

.16

### BLUE HORIZON—Informal Dec.

Winner of the American Home Achievement Medal and Honor Roll Dahlia. Large blooms of French Violet with a decided blue cast. Long pointed petals with absolutely tight centers. Good stiff stem holds the flower well out of the foliage. Bush tall (six feet) and low branching. This dahlia has always won the blue ribbon whenever shown. Excellent keeping qualities, on the bush and when cut.....

.75

### BRIDE OF TEXAS—Formal Decorative

A white dahlia of excellent form and grace. It has a bloom of 7 inches on a good stiff stem. Keeps when cut and makes tubers .....

.45

### CALIFORNIA IDOL—Informal Dec.

A clear bright, glistening yellow, of immense size, and a prize-winner from coast to coast. Grows naturally to great size and has everything a great dahlia should have. We recommend it highly.....

.50

### CHARLOTTE CALDWELL—Ball

Bright orange, very free blooming. Sturdy plants; one of the best; try it.....

.15

### COMMANDO—Formal Decorative

A clear shade of lavender or true phlox purple and very bright. Large clean flowers from 10 to 14 inches and held on long stiff stems. An achievement medal winner .....

.30

### DAHLIAMUM—Informal Decorative

A striking new type of informal. Very similar to a huge Japanese Chrysanthemum. Color a bright Cadium apricot with a golden sheen. The extra long petals recurve to stem, forming a very deep flower which is held erect on long stiff stems, well above a large six-foot plant. Blooms average 12 inches by 10 inches. Even under ordinary field culture the centers are always full .....

.75

### D-DAY—Formal Decorative

6x4 inch Light Pink. This is a long stemmed outstanding cut-flower and ranks as a florists' choice with Jersey's Beauty and Begonia Rose. Bushes are vigorous ....

.28

### GYPSY GIRL—Formal Decorative

An odd and striking color combination of rosaline pink, flecked and streaked dahlia purple. This 1948 introduction was the winner of the Leonard Barron Trophy as best cut flower variety in its preintroductory year. Fine stems and a good keeper. It can win in the best show competition. Size 5x2½ .....

.32

### HASLEROVA—Informal Decorative

Bi-color, grayish white background with rich royal purple dots and splashes .....

.55

### HILLCREST SUNSET—Informal Dec.

A beautiful blending of sunset shades. A very attractive dahlia.....

.18

### HUNT'S VELVET WONDER—Inf. Dec.

Has the distinction of receiving a special award of merit at the New York Show. It is an excellent keeper for so huge a flower. Color is rich, bright violet burgundy which under some lights looks royal purple .....

.45

### IDA DE VER WARNER—Formal Decorative

Large lavender. Very good. One of the best dahlias grown .....

.18

### IDEAL YELLOW—Formal Decorative

This primrose yellow has done wonderful in our garden, begins blooming early and stays beautiful throughout season. Keeps good when cut.....

.28

### JAMES KIRBY—Informal Decorative

A standard red dahlia that has been on the market for years. It holds up very good when cut .....

.15

### JANE COWL—Informal Decorative

Often considered the largest. A bronzy buff and old gold on long stems.....

.35

### JERSEYS BEAUTY—Formal Decorative

A perfect bloom of erosion pink. The best pink dahlia to date.....

.23

### KENTUCKY—Decorative

A wonderful new shade of creamy pink. Long stems, excellent cut flower, good keeper .....

.28

### KENTUCKY SPORTSMAN—Informal Dec.

Bloom 10x5. Bush 4 feet. This seems the most popular of exhibition bi-colors. The color is quite unlike anything else. Yellow at center, outer petals golden amber, with rosy reverse, each petal tipped white. It blooms early and freely, and is without doubt the most beautiful bi-color.....

.65

### LAVENDER CALDWELL—Ball

Sport of Charlotte Caldwell. Very fine blooming. Low growth. Doesn't need staking. Several blooms at one time .....

.21

### LOIS WALCHER—Formal Decorative

Purple tipped white 5-7 in. The best of the bi-colors. A Dahlia that has blooms when you want them, either for exhibition or cutting. We use it for a cut-flower .....

.45

### MAFFIE—Semi-Cactus

Bloom 12x6, bush 6 ft. Intense carmine of stupendous size. Bush growth is very rugged and foliage exceptionally heavy....

.50

### MARGARET WOODROW WILSON—Inf. Dec.

Opalescent pink. Huge flowers of exhibition type. Another of our favorites and it always attracts attention. Don't be without it .....

.22

### MILTON J. CROSS—Informal Dec.

An immense flower of rich yellow-buff, the outer petals flushed with rosy amber. Winner of five firsts, including three Achievement Medals. Long stiff stems; good grower .....

.21

MINIMUM ORDER — \$2.50  
5c per bulb extra in less than 5 cf a variety.

**MONARCH OF THE EAST—Form. Dec.**

Color warm gold with apricot and orange buff suffusion; slightly coppery red on reverse. Grand stem up to 4 ft.; holds giant flower above bush. Size 12 to 14 inch blooms and fine for exhibition. We recommend this .....

.65

**MRS. JAMES ALBIN—Formal Decorative**

A florist variety. Bloom 7x4. Color is clear yellow. We highly recommend this dahlia for cutting. Blooms fairly early and continues till frost. Stems long and strong, bushes very healthy and free branching. Very good .....

.12

**MRS. E. J.—Cactus**

Pink with lighter centre. 4-6 in. Many flowers on nice stems for cutting are produced in September up to frost. Medium strong growing bushes.....

.45

**NEGUS—Formal Decorative**

We consider this the best black dahlia. Plants extremely robust, long stems, insect resisting. Try it on our recommendation. Good size blooms, held erect .....

.80

**NEW YORK MARKET—Formal Decorative**

A beautiful long stem white dahlia. Excellent keeping qualities after cutting. Good root maker. Early in season centers are tinged with lavender, but would be called a double white flower.....

.12

**OGDEN REID—Informal Decorative**

Spinel pink blended with rose pink and striping of promuline yellow, center deep rose. Very large blooms.  $12\frac{1}{2} \times 6\frac{1}{4}$  inches and larger. Canelike stems up to 15 inches. Vigorous grower, good bloomer.....

.60

**OXFORD TRIUMPH—Informal Decorative**

Large golden bronze. Very stiff stems and free blooming .....

.21

**OAKLEIGH CHAMPION—Incurved Cactus**

Straw yellow heavily overlaid with rhodamine pink. This is one of the best cactus dahlias. Finely formed on long stems. Free bloomer .....

.75

**PREMIERS WINSOME—Informal Decorative**

A clear, light mellow pink. Bloom 11x6. Bush 4 $\frac{1}{2}$  ft. This is a very reliable and free bloomer, many canes producing the very large and lasting flowers steadily over a long season. All plants for us are strong and vigorous.....

.55

**RED JERSEY BEAUTY—Informal Decorative**

A nice red dahlia the size and shape of Jersey Beauty. Used generally for cut flowers .....

.18

**ROSY DAWN—Ball**

Golden yellow lightly edged red. Highly regarded for exhibition and cutting.....

.20

**ROYAL CITY—Formal Decorative**

Bloom 6x4. Bush 4 $\frac{1}{2}$  ft. Beautiful violet rose. This is a color sport of "Queen City." The plant growth, blooming habits, stems, etc., are identical to "Queen City." A fine addition to any garden .....

.22

**RUFFLES—Informal Decorative**

Long stemmed dahlia, 10-inch bloom (larger when disbudded). Beautiful shell pink with ruffles on both sides of petals .....

.60

MINIMUM ORDER — \$2.50  
5c per bulb extra in less than 5 cf a variety.

**SHERWOOD'S PEACH—Informal Dec.**

This was the largest of the 1944 introductions in our plantings. Blooms have great depth and are carried facing side on cane-like stems. Plant growth is robust. Not an early bloomer, but it is at its best for shows. Color is ocherous buff. Size 12x6

.28

**SON OF SATAN—Cactus**

An incurved cactus flame red with excellent stems. This sensational four Honor Roll Dahlia is the strongest and most vigorous grower in our collection. The flowers are large and attractive.....

.35

**THE REAL GLORY—Formal Decorative**

Giant pure white. Bush 5-6 ft., with long stems. This is perhaps the most reliable large white and has been for several years

.95

**VICTORY—Formal Decorative**

A beautiful large salmon pink. Flowers held erect on long stiff stem. A good cut erect on long stiff stem. A good cut flower

.15

**WAC.—Formal Decorative**

Bloom 10x5. A desirable addition to the formal blend class. Color is creamy gold with light shades of salmon. Good foliage and habit of growth, with enormous perfectly formal flowers which average around ten inches. A sure winner for the blend classes .....

.32

**W. H. T.—Informal Decorative**

Beautiful large old rose blooms on long stems. Better try it as it is good.....

.28

**WINDLASSIE—Informal Decorative**

8x5 in. The clearest of whites. The fine bloom is nearly ball shaped. A good bloomer on 4 ft. bushes.....

.95

**WORLD PEACE—Formal Decorative**

A cut flower white of medium large size. This tall wiry plant has extra long stems....

.30

**MINIATURE DAHLIAS**

**ANDRIES ORANGE—Semi-Cactus**

An ideal cut flower and very free blooming. The color is bright orange blending very well with fall colors. Good healthy stock and long stems .....

.22

**IKE—Formal Miniature**

An ideal cut flower variety of oxblood red. Very free blooming with long stiff stems. Very dependable and the best in every way

.10

**RICKETY—Informal Decorative**

A bright red and white varigated. This outstanding variety is 3 $\frac{1}{2}$  to 4 inches in diameter .....

.45

**MIXED DAHLIAS**

This assortment of dahlias is named standard varieties; many types and colors. These are made up of varieties that we do not have enough to list in the regular way because of selling up too close the previous year. We do not keep colors and types separate .....

.14

1954

Phone: IDlewood 5617  
**BRAZIL DAHLIA FARM, Wholesale**  
**INDIANAPOLIS DAHLIA GARDENS,**  
**Retail**

**DAHLIAS FROM OUR GARDENS ARE OF  
VERY GOOD QUALITY AND NOT EXPEN-  
SIVE, THEREFORE BUY YOUR DAHLIAS  
FROM A SPECIALIST!**

This catalogue includes a fine collection of commercial cutflower varieties in several sizes, as well as large flowering dahlias for the garden.

**OUR BULBS ARE GOVERNMENT INSPECTED**

Stock offered are strong divisions of field clumps.

We guarantee all shipments to be sent out in good growing condition, plump, true to name and of standard size.

All complaints must be made within ten (10) days after receipt of shipment. (Except being true to name, and that as soon as possible.)

**TERMS**—Are cash or part cash, with C. O. D. shipments. No packing charges.

Telegraph orders receive our special attention.

If no postage is included with parcel post order we will send via express or C. O. D. for postage.

If mailing size tubers are wanted, please advise at time of placing order. Otherwise strong divisions will be sent.

We are prepared to ship 75 per cent of all orders **THE DAY RECEIVED**.

**SUPPLY**—We grow for the wholesale trade, making a specialty of supplying florists, seedmen and dahlia growers who require dahlias true to name and Quick Service.

Give us a trial order and investigate our quality and prompt shipments, so you can have a dependable place in view for that rush order.

On small orders parcel post is sometimes cheaper than express but your order will freeze in cold weather. If you are in no hurry for your bulbs, just tell us in your order to send as soon as weather permits. Be sure to include your postage and "special handling" can be had for a very small fee. Any extra postage will be returned promptly.

Thanking you for all orders and extending you a hearty welcome to visit us at any time, during flower season, bulb season or growing season.

**REMEMBER, WE GROW ONLY DAHLIAS**

## *Culture and Care of* **DAHLIAS**

Plant dahlias in spring after the ground is warm and danger of frost is past. From May 10th to June 10th in the central states. Lay tubers flat and cover four to six inches deep. Plant two feet apart in the rows and rows three to four feet apart.

Don't plant close to trees or large shrubbery on account of the tree roots using all the moisture. It is not advisable to plant on the south or west side of a building on account of the sun reflecting too hot on the plants. Always plant where the ground is well drained. Dahlias will grow in any good soil from pure sand to stiff clay, if water and fertilizer are added when needed. They usually bloom nicely without any water or additional fertilizer in the average garden where it will grow good potatoes and vegetables, if cultivated properly.

Cultivate dahlias each week and water occasionally. When dahlias begin to bud and bloom, stop cultivating but keep the weeds out; give the plants a good liberal dressing of bone meal, cow manure, sheep manure, or any fertilizer that is not too strong or has a tendency to burn the plant, keeping manure six inches away from the plant, and water thoroughly once each week, or mulch over manure with straw or lawn clippings. Drive a strong stake about ten inches from plant and tie the plant to prevent it blowing over.

Early in the season insects eat on the buds and flowers. When flowers open only on one side this is because the bud was stung when smaller. Examine your buds and you can detect this by a small black speck on the side of the bud where it has healed over.

Where large blooms are wanted, take all but three of the largest buds off, leaving all the strength to the three buds and they will be of enormous size.

When frost kills the plants in the fall, lift tubers carefully and cut off the stalks; then pack carefully in boxes with dirt or wrap with paper and put in paper cartons. Store in basement where they will not freeze or dry out. Leave in storage until planting time the next spring.

We do not advise using sand, peat moss, sawdust or shavings for storing dahlia bulbs. If they become too dry they will dry out bulbs. If they become too wet they will rot bulbs.